Business Model Canvas

Key Partnerships

- IoT sensor manufacturers
- Telecom providers
- Oil and gas companies
- Environmental organizations

Key Activities

- Developing smart sensors
- Integrating SMS notification system
- Installing sensors on pipelines
- Compliance support, validation

Key Resources

- Sensor technology & GPS
- Cloud-based data platform
- Skilled engineers & devs

Value Propositions

- Real-time leakage/damage alerts with time & GPS location
- Mobile SMS alerts – instant and reliable
- Minimizes environmental damage and downtime
- Assists with regulatory compliance

Customer Relationships

- Dedicated account managers
- Technical support team
- Feedback & update system

Channels

- Direct contracts with oil companies
- Mobile app + SMS notification system
- API integration with SCADA systems

Customer Segments

- Oil & gas companies
- Government & environmental monitoring agencies
- Pipeline maintenance contractors

Cost Structure

- R&D on sensors and AI
- Maintenance & support
- Telecom usage (SMS cost)

Revenue Streams

- Subscription model (monthly/annually)
- One-time installation charges
- Custom enterprise solutions